Cross-Health
JFC

Mr. Paul D. Smith (Legal)

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VERY CONFIDENTIAL

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cc:J.F. Cullman 3rd

My brother, who just arrived from Salt Lake City, was discussing the role of Senator Frank Moss in the anti-smoking campaign with me.

He made some interesting observations, which I thought I would pass on to you:

1. Moss is considered a broad-gauged liberal and fairly intelligent.

2. His attacks on the industry are coincidental with his running for re-election in 1970 and an obvious appeal to the Mormon population in Utah.

3. He said that the drive against cigarettes by people like Moss could really be a way of their ducking the larger issues and taking up a safe "liberal cause" instead of devoting their time to ABM, MIRV, racial problems, urban problems and the war in Vietnam. They have made a "cause" and headlines on the phony issue of cigarette smoking.

My thought is that this might be the basis of an ingenious counter-attack on people like Moss with someone pinpointing the problems of his state and what he is failing to do in this area as against his devotion to the crusade against the tobacco industry.

Incidentally, my brother said that within scientific circles the viral theory continues to gain ascendancy.

GW:cg

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